National



Issue 2028 KLAS

Mike Jones Flight Dates: 10/11/12 - 10/20/12 Primary AE: Original Date / Rev: 10/10/12 / 10/16/12 Sales Office: K-WAS

Order Type: **GENERAL** Sales Region:

Name: Waterfront Strategies

37565

08879624

Buying Contact: Billing Type: Cash

Billing Calendar: Broadcast Billing Contact: 1010 Wisconsin Avenue Billing Cycle: EOM/EOC

Agency Commission: 15% Washington, DC 20007

Name: HMP - AFSCME Advertiser Demographic: A25-54 New Business Thru:

Product Codes: PO4 Order Separation: 00:15:00

Advertiser External ID: Priority: LV1

Agency External ID: Revenue Codes: AGY, POL, ISS

Bill Plan Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/19/12	38	\$85,500.00	\$72,675.00	October 2012	38	\$85,500.00	\$72,675.00	0.00
					Totals	38	\$85,500,00	\$72,675.00	0.00

				lotais	30	\$65,500.00	\$12,015.00	0.
Account Exec	utives							
Account Execu	tive	Sales Office	Sales Region	Start Date / End Date	Order %			

100% Start Of Order - End Of Order Mike Jones

Order Share	Share	Total
KLAS	30%	\$85,500.00
Market	100%	\$285,000.00

Orders

Agency

Order / Rev:

Alt Order #:

Estimate:

Product Desc:

Competitive Share	Share	Total				
CABLE	0%	\$0.00				
KBLR	0%	\$0.00				
KFBT	0%	\$0.00				
KINC	0%	\$0.00				
KTNV	25%	\$71,250.00				
KTUD	0%	\$0.00				
KVBC	0%	\$0.00				
KVVU	5%	\$14,250.00				
KVWB	0%	\$0.00				
LV1	0%	\$0.00				
UNKWN	0%	\$0.00				

Ln C	h	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
E 1	8	10/15/12	10/19/12	8 News Now 6a M- 8 News Now 6a M-		6-7a	MTWTF	:30	2 \$1,400.00LV1	0.00 NM. 2	\$2,800.00
18	NEWS	NOW AT	6A								
	Start	Date E	End Date	Weekdays :	Spots/Week	<u>Rate</u>	Rating				
Wee	k: 10/1	5/12	10/21/12	MTWTF	2	\$1,400.00	0.00				
E 2	8	10/15/12	10/19/12	CBS This Morning CBS This Morning		7-9a	MTWTF	:30	2 \$1,200.00LV1	0.00 NM 2	\$2,400.00

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KLAS

Order / Rev: <u>37565</u>

Advertiser: HMP - AFSCME

Alt Order #: 08879624

Week: 10/08/12

10/14/12

----S-

Product Desc: Issue

Flight Dates: 10/11/12 - 10/20/12

Estimate: 2028

Ln Ch End **Inventory Code** Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start Break Amount **CBS THIS MORNING End Date** Spots/Week Rating Start Date **Weekdays** Rate MTWTF--Week: 10/15/12 10/21/12 2 \$1,200.00 0.00 10/13/12 10/13/12 CBS Early Show - Sat. CM 5-7a ----s-:30 \$600.00LV1 0.00 NM \$600.00 E 3 1 CBS Early Show - Sat. **CBS THIS MORNING SATURDAY** Spots/Week Start Date End Date <u>Weekdays</u> Rating Rate ----5-0.00 10/14/12 \$600.00 Week: 10/08/12 1 **Description** Start/End Time Length Rate Rtg Type <u>Spot</u> Ch Date Range Weekdavs (\$600.00) 0.00 NM 8 10/08/12-10/14/12 CBS Early Show - Sat. 5-7a ---sa-:30 See MG 3.2 8 10/13/12-10/13/12 Sat Prime Special 730-10p -----Sa--:30 \$600.00 0.00 NM MG for 3.1 10/13 ----S 10/14/12 10/14/12 Eye on Wash/Wall St Jo@M 5-6a :30 \$400.00LV1 0.00 NM 1 \$400.00 Eye On Wash/Wall St Jrnl (5:00 AM-5:30 AM) **EYE ON WASHINGTON** Start Date Weekdays Spots/Week Rating End Date Rate Week: 10/08/12 10/14/12 ----S \$400.00 0.00 10/15/12 10/19/12 Live w/Kelly CM 9-10a MTWTF--:30 3 \$1,200,00LV1 0.00 NM 3 \$3,600,00 Live w/Kelly Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/15/12 10/21/12 MTWTF--3 \$1,200.00 0.00 :30 2 \$1,300.00LV1 0.00 NM \$3,900.00 10/11/12 10/19/12 8 News Now Noon M-F CM 12-1230p MTWTF--3 8 News Now Noon M-F **Start Date End Date** Weekdays Spots/Week Rating Rate MTWTF--Week: 10/11/12 10/17/12 2 \$1,300.00 0.00 ---TF--Week: 10/18/12 10/24/12 1 \$1,300.00 0.00 10/11/12 10/19/12 3-4p CM MTWTF--:30 2 \$1,600.00LV1 0.00 NM 3 \$4,800.00 Ellen Filen Spots/Week Rating Start Date End Date **Weekdays** Rate Week: 10/11/12 10/17/12 MTWTF--2 \$1,600.00 0.00 ---TF--Week: 10/18/12 10/24/12 \$1,600.00 0.00 10/11/12 10/17/12 8 News Now 4p M-F CM 4-5p MTWTF--:30 3 \$1,600.00LV1 0.00 NM \$4,800.00 E 10 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Start Date End Date <u>Weekdays</u> Spots/Week Rating Rate MTWTF--Week: 10/11/12 10/17/12 3 \$1,600.00 0.00 MTWTF--4 \$1,700.00LV1 0.00 NM \$6,800.00 10/11/12 10/17/12 8 News Now 5-630p M-FCM 5-630p :30 4 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Weekdays Spots/Week Rating Start Date End Date Rate 10/17/12 MTWTF--4 \$1,700.00 0.00 Week: 10/11/12 Start/End Time **Description** Weekdays Length Rate Rtq Type Spot Ch Date Range MTWThF----:30(\$1,700.00) 0.00 NM 8 10/11/12-10/17/12 8 News Now 5-630p M-F 5-630p See MG 11.6 MTWThF----:30(\$1,700.00) 0.00 NM 2 8 10/11/12-10/17/12 8 News Now 5-630p M-F 5-630p See MG 11.7 MTWThF----:30(\$1,700.00) 0.00 NM 8 10/11/12-10/17/12 8 News Now 5-630p M-F 5-630p See MG 11.5 5 8 10/11/12-10/11/12 8 News Now 5-630p M-F 5-630p ---Th----:30 \$1,700.00 0.00 NM **M** MG for 11.4 10/11 8 10/12/12-10/12/12 8 News Now 5-630p M-F :30 \$1,700.00 0.00 NM 5-630p MG for 11.1 10/12 :30 \$1,700.00 0.00 NM 8 10/17/12-10/17/12 8 News Now 5-630p M-F 5-630p MG for 11.2 10/17 10/13/12 10/13/12 8 News Now Sat 5-7p 5-7p ----5-:30 2 \$2,500.00LV1 0.00 NM 2 \$5,000.00 8 News Now Sat 5-7p (5:00 PM-5:30 PM) **8 NEWS NOW AT 5PM-SUN** Spots/Week Rate Rating Start Date **End Date Weekdays**

2 \$2,500.00

0.00

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KLAS

Order / Rev:

37565

Advertiser:

HMP - AFSCME

Alt Order #:

08879624

Product Desc:

Flight Dates:

10/11/12 - 10/20/12

Estimate:

1ssue 2028

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/13/12 10/13/12 8 News Now Sat 5-7p E 12 CM 5-7p :30 2 \$2.500.00LV1 0.00 NM \$5,000.00 (5:00 PM-5:30 PM) 8 News Now Sat 5-7p 8 NEWS NOW AT 5PM-SUN Start Date End Date Spots/Week Weekdays Rate Rating 10/14/12 ----s-2 \$2,500.00 0.00 Week: 10/08/12 10/13/12 10/13/12 8 News Now Sat 5-7p CM 5-7p ----S-:30 1 \$2,500.00LV1 0.00 NM \$2,500.00 8 News Now Sat 5-7p (6:30 PM-7:00 PM) 8 NEWS NOW AT 630PM-SUN Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/08/12 ----S-1 \$2,500.00 0.00 10/14/12 7-8p Rotator CM MTWTF--2 \$3,500.00LV1 0.00 NM 2 \$7,000.00 8 10/15/12 10/19/12 7-8p :30 E 14 7-8p Rotator Rating Start Date **End Date** Weekdays Spots/Week Rate MTWTF--0.00 Week: 10/15/12 10/21/12 2 \$3,500.00 ----F--:30 1\$10,000.00LV1 0.00 NM \$10,000.00 E 15 10/19/12 10/19/12 Fri 9-10p CM 9-10p 8 Made In Jersey **CSI NY** Start Date **End Date Weekdays** Spots/Week Rate Rating ---F--1\$10,000.00 Week: 10/15/12 10/21/12 0.00 Start/End Time <u>Spot</u> Ch Date Range **Description** Weekdays Length Rate Rtg Type 9-10p ----F----:30\$10,000.00) 0.00 NM 8 10/15/12-10/21/12 Fri 9-10p See MG 15.2 [Due Program Change To "CSI NY" - bco] 8 10/19/12-10/19/12 Fri 8-9p 8-9p ----F----:30\$10,000.00 0.00 NM MG for 15.1 10/19 10/15/12 10/19/12 8 News Now 11p M-F E 18 11-1135p MTWTF--:30 \$2,700.00LV1 0.00 NM 3 \$8,100.00 8 News Now 11p M-F **End Date** Weekdays Spots/Week Rate Rating Start Date Week: 10/15/12 10/21/12 MTWTF--3 \$2,700.00 0.00 10/13/12 10/14/12 8 News Now 11p Sa/SuCM 11-1135P ----SS :30 1 \$1,500.00LV1 0.00 NM 1 \$1,500.00 E 19 8 8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Spots/Week Rating Start Date End Date **Weekdays** Rate ----SS 1 \$1,500.00 0.00 Week: 10/08/12 10/14/12 10/15/12 10/19/12 CM 1135p-1237a MTWTF--:30 3 \$1,200.00LV1 0.00 NM 3 \$3,600.00 Letterman Letterman (11:35 PM-12:37 XM) Spots/Week Rating Start Date **End Date** Weekdays Rate MTWTF--Week: 10/15/12 10/21/12 3 \$1,200.00 0.00 СМ ---T---:30 \$8,500.00 N 21 10/11/12 10/11/12 Thu 10-11p 10-11p 1 \$8,500.00LV1 0.00 NM Person Of Interest Start Date **End Date** Weekdays Spots/Week Rate Rating ---T---Week: 10/08/12 10/14/12 \$8,500.00 0.00 10/16/12 10/16/12 Tue 9-10p CM 9-10p -T----:30 1 \$8,500.00LV2 0.00 NM \$8,500.00 N 22 R NCIS: LA Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/15/12 10/21/12 -T----\$8,500.00 0.00 10/14/12 10/14/12 Sun 4-5P Elec Playgrou@M ----S :30 \$700.00LV1 0.00 NM \$700.00 N 23 4-5p 4-5p Electric Playgrnd 2x **Start Date End Date** Weekdays Spots/Week Rate Rating ----S Week: 10/08/12 10/14/12 \$700.00 0.00 Totals \$85,500.00